

Message Text

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PAGE 01 HELSIN 01477 141302Z

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W

-----051038 141335Z /41

R 141145Z JUL 77

FM AMEMBASSY HELSINKI

TO USDOC WASHDC

INFO SECSTATE WASHDC 1637

AMEMBASSY STOCKHOLM

AMEMBASSY OSLO

AMEMBASSY COPENHAGEN

UNCLAS HELSINKI 1477

E.O. 11652: N/A

TAGS: BEXP, AFSP, FI

SUBJECT: CCP-77 THIRD QUARTER REPORT

REF: HELSINKI 0778

1. CCP ACTIONS COMPLETED ACCORDING TO SCHEDULE,
EXCEPT THAT CAMPAIGN THREE, ITEM TWO (REVIEW AND UPDATE
COMPUTER RESEARCH) WILL BE CARRIED OVER INTO FOURTH
QUARTER, TO TIE-IN WITH PROMOTION OF STC EXHIBITION.

2. CAMPAIGN TWO, ITEM TWO REFERS TO MARKET RESEARCH ON
FOOD PROCESSING AND PACKAGING EQUIPMENT FOR FOURTH QUARTER.
TO DATE NO SPECIFICATIONS HAVE BEEN RECEIVED.

3. PROMOTION EFFORTS FOR PARIS AIR SHOW WERE CARRIED OUT
AT USDOC REQUEST. REPORT ON VISITORS IS NOT YET AVAI-
LABLE.

4. CANCELLATION OR ALTERATION OF ONCE SCHEDULED
STC EXHIBITONS, TARGETED AT METAL AND WOOD PROCESSING
INDUSTRIES HAS REMOVED SOME OF THE FOCUS OF CAMPAIGNS
ONE AND FOUR. THE FBP DOES NOT PROVIDE AN ADEQUATE
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ALTERNATIVE DUE TO THE EXPENSE AND TIME INVOLVED IN
TRAVEL TO THE US, PARTICULARLY TO LOCATIONS OTHER THAN
NEW YORK CITY (WHICH IS SERVICED VIA CHARTERS AND
LOW COST PACKAGE TRIPS BY FINNAIR). SINCE MANY FINNS
TRAVEL TO MAJOR GERMAN TRADE FAIRS, PARTICULARLY FOR
THE INSTRUMENTS, ELECTRONICS AND MACHINERY IN WHICH
US SUPPLIERS COULD BE COMPETITIVE, POST PROPOSES

EFFORT TO IDENTIFY MAJOR US EXHIBITORS AT GERMAN TRADE FAIRS, WHITH GOAL OF PROVIDING FINNISH ATTENDEES WITH LISTS OF US EXHIBITORS, AND LISTS OR TECHNICAL LITERATURE ON US PRODUCTS, SIMILAR TO FBP AND STC CATALOGS. COOPERATION WITH MARKETING CENTER AT COLOGNE WOULD BE NECESSARY. STC WOULD CONTINUE TO BE POST'S PRIMARY INTEREST PARTICULARLY FOR AGENTS/REPRESENTATION EFFORTS, BUT NATURE OF FINNISH BUSINESS ACTIVITY MAKES GERMAN TRADE FAIRS BETTER LOCATION FOR END-USE SALES THAN FBP.

HOUSTON

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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
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Disposition Reason:
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